



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No. MSFT122249

TRANSMITTAL LETTER

Seattle, Washington 98101

March 22, 2004

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith for filing by Express Mail is the complete patent application of **Christopher D. Payne** of Seattle, Washington; **Eric B. Watson** of Redmond, Washington; **Sally K. Salas** of Issaquah, Washington; and **Sreeram Krishnan** of Redmond, Washington, entitled **SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS**, executed on March 22, 2004. This application claims the benefit of U.S. Provisional Application No. 60/535,353, filed January 9, 2004.

- X 1. An application for patent consisting of 29 pages of specification, including the claims and Abstract of the Disclosure, and 11 sheet of drawings is attached.
- X 2. A Declaration and Power of Attorney is attached.
- X 3. An Assignment of the invention to **Microsoft Corporation** is enclosed, together with a Recordation Cover Sheet in accordance with 37 C.F.R. § 3.31 and our check including the amount of \$40.00 to cover the recordation fee. Please record this Assignment in accordance with 37 C.F.R. § 3.11.

COMPUTATION OF FEE

	Number Filed		Number Extra		Rate	
Basic Fee						770
Total Claims	46 - 20	=	26	x	18	= 468
Independent Claims	4 - 3	=	1	x	86	= 86
Assignment Recordation				+	40	40
TOTAL						1364

- X 4. Our Check No. 154441 in the amount of \$1,364.00 to cover the total fee as computed above is enclosed.

LAW OFFICES OF
CHRISTENSEN O'CONNOR JOHNSON KINDNESS^{LLC}
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- X 5. The Commissioner is hereby authorized to charge any fees under 37 C.F.R. §§ 1.16, 1.17 and 1.18 which may be required during the entire pendency of the application, or credit any overpayment, to Deposit Account No. 03-1740. This authorization also hereby includes a request for any extensions of time of the appropriate length required upon the filing of any reply during the entire prosecution of this application. A copy of this transmittal letter is enclosed.
- X 6. A filing date in accordance with 37 C.F.R. § 1.10 is requested. The Express Mail Certificate appears below.

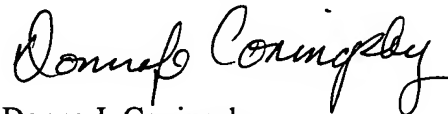
Please address all further correspondence to:

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Respectfully submitted,

CHRISTENSEN O'CONNOR
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Donna J. Coningsby
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Direct Dial No. 206.695.1719

EXPRESS MAIL CERTIFICATE

Express Mail No.: EL 974 021 824 US
Date of Deposit: March 22, 2004

I hereby certify that this document and the enclosures listed therein are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Gregg Peria-Hansen

(Typed or printed name of person mailing paper or fee)



(Signature of person mailing paper or fee)

DJC:mgp

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